



Canada's

Agriculture, Food and Beverage INDUSTRY

Canada's Brewery Industry

Canada is a world leader in the improvement of farm management, production, processing, and storage techniques for a wide variety of agri-food products. Environmental responsibility, innovation and quality assurance are the core values practiced in all of Canada's agriculture sectors.

Canada – Clean and Abundant Resources

A clean environment, abundant natural resources, and high standards for food regulation allow Canada to offer some of the very best agri-food products in the world. The great success of the Canadian brewery industry can be attributed to a ready supply of high-quality raw ingredients, innovative processing, and proven brewing techniques.

Beverage Production

Canadian beer has a strong reputation in Canada and abroad. The Canadian beer industry produces a variety of beer, lager, ale, porter and stout as well as draught and seasonal beer.

In terms of Canadian alcoholic beverage production, beer is the leading alcoholic beverage, followed by distilled spirits. An estimated 10 million Canadians drink beer, making it the number one consumed alcoholic beverage in Canada.

Quality Assurance

In Canada, barley must pass rigorous testing and evaluation before it is accepted as suitable for malt production. Quality improvement is an ongoing process in which the entire malting barley/brewery value chain works together for the mutual benefit of all

participants. Canadian malting barley, which is very high in quality, is in demand by brewers around the world.

Health Canada regulates the content of all brewery products through the Food and Drugs Act, while the Canadian Food Inspection Agency monitors domestic and imported beer for compliance with net quantity, label and container regulations.



Innovation

Innovative products, such as low-alcohol beer, malt-based coolers, and ales, are gaining in popularity, both in Canada and abroad.

Because of the importance of high-quality barley for malting and brewing, the Canadian brewing and malting industries established the Brewing and Malting Barley Research Institute to support the development and evaluation of new malting barley varieties which will meet the needs of the brewing industry.

Trade & Investment Opportunities

In 2004, beer exports were valued at more than \$300 million.

Manufacturing shipments of beer totalled

almost \$3.3 billion in 1995 and increased 17 per cent to a value of almost \$3.9 billion in 2003.

In 2004, per capita consumption of beer in Canada was 82.5 litres. Just over 91 per cent of the beer consumed in Canada is produced in Canada--a testament to its taste and quality and to the sector's success in establishing licensing agreements with foreign beer companies.

In 2005, on a volume basis, Canada was the seventh largest exporter of beer in the world. Canada also supplies about 30 per cent of the world's malting barley.



For More Detailed Information

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Other Links:

Brewers of Canada
www.brewers.ca

Further information on products, suppliers and investment opportunities in the Canadian agri-food industry is available on the Agri-Food Trade Service web site at: www.ats.agr.gc.ca

Canada's food and agricultural products reflect our dedication to excellence, and our deep commitment to safety, quality, environmental responsibility, innovation and service.

In every facet of our industry, we seek to earn the trust of our customers by answering their needs and exceeding their expectations. Those values along with our belief in building strong relationships, have given Canadian agriculture and food products an international reputation for excellence. Customers around the world know that they can trust the goodness of Canada.

